

Message Text

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PAGE 01 PORT M 00243 162334Z
ACTION EA-12

INFO OCT-01 ISO-00 COME-00 EB-08 /021 W
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FM AMEMBASSY PORT MORESBY
TO SECSTATE WASHDC 3059

UNCLAS PORT MORESBY 0243

E.O. 11652: N/A
TAGS: BEXP, PP
SUBJECT: FY-78 COMMERCIAL ACTION PROGRAM FOR PAPUA
NEW GUINEA

REF: STATE 037668

1. POST APPRECIATES DEPARTMENT'S COMMENTS ON CAP.
DEPARTMENT MAY NOT BE AWARE THAT POST IS HOLDING ITS FIRST
MAJOR TRADE EXHIBITION MARCH 13-17. THE SHOW IS BEING HELD
IN CONJUNCTION WITH THE INTERNATIONAL MARKETING CENTER IN
SYDNEY AND TWELVE AUSTRALIAN DISTRIBUTORS WILL BE SHOWING
THE PRODUCTS OF 27 AMERICAN COMPANIES. THE MAIN PRODUCT
LINES ARE EDUCATIONAL INSTRUCTION AIDES, OFFICE EQUIPMENT,
AUDIO-VISUAL EQUIPMENT, AND SECURITY EQUIPMENT. USDOC IS
ALSO CONSIDERING THREE MAJOR TRADE EVENTS (MISSIONS OR
EXHIBITIONS) FOR PNG IN FY 79. EMB IS NOW REQUESTING HELP
FROM MARKETING SPECIALIST AT IMC TO DO MARKET RESEARCH.

2. REGARD FINANCIAL RESOURCES FOR CAP, ORIGINAL POST
REQUEST INCLUDED \$1,50; COMMERCIAL REPRESENTATION.
SUBTRACTING THIS FROM REQUEST OF \$10,190 LEAVES SHORTFALL
OF \$2,300. ANY HELP THE DEPARTMENT CAN GIVE IN
AUGMENTING BUDGET WOULD BE MOST APPRECIATED.

3. POST BIGGEST PROBLEM IS STAFFING. IT WILL BE DIFFI-
CULT TO SUBSTANTIALLY INCREASE COMMERCIAL PROMOTIONAL
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ACTIVITIES WITHOUT ADDITIONAL LOCAL STAFF. THE SINGLE
E/C ASSISTANT IS ALREADY OVERBURDENED AND SOME OF HER
RESPONSIBILITIES HAVE HAD TO HAVE BEEN TRANSFERRED TO OTHER LOCAL
STAFF AND AMERICAN SECRETARY. SINCE THE WORK LOAD ON
THESE INDIVIDUALS IS ALSO INCREASING THIS IS OBVIOUSLY
A TEMPORARY SOLUTION.

4. POST WOULD LIKE TO SEE COMMERCIAL SPECIALIST ADDED TO LOCAL STAFF IN FY79. SUCH AN INDIVIDUAL COULD HELP IN MARKETING STUDIES, WRITE TOP'S AND FOREIGN TENDERS, AND ASSIST IN PREPARATION OF COMMERCIAL NEWSLETTER - AREAS THAT NOW MUST BE HANDLED BY THE E/C OFFICER.

5. CAP NOTED COMPETITION FROM AUSTRALIAN AND NEW ZEALAND HIGH COMMISSIONS. IT MIGHT ALSO BE NOTED THAT BRITISH HAVE FULL-TIME TRADE COMMISSIONER WITH LOCALLY HIRED EXPATRIATE ASSISTANT.
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